








-  Sell More
-  Lower Costs
-  Improve Customer Satisfaction
-  Reduce Errors
-  Get Paid Faster



# Long-time Customer Schaff Piano Integrates E-commerce with ERP to Grow Online Sales

Schaff Piano Supply Co. • Lake Zurich, IL • [www.schaffpiano.com](http://www.schaffpiano.com)



integraSTORE User Since 2009  
Customer since 1982

**integraSoft Product:**  
integraSTORE Internet Shopping

### Why integraSoft?

"We've worked with integraSoft since 1982 because they understand our business and we are committed to smart business growth. As long-time partners, the people at integraSoft are like our own employees."

"integraSoft is integral to the growth of our business and their customer service is phenomenal."

– Rob Johnson, Schaff Piano

Schaff Piano Supply Company is a distributor of aftermarket piano parts. The sixth-generation family owned business opened its doors back in 1868. The company sells exclusively to wholesalers who buy piano keytops, benches, tuners, dollies, finishes, rebuilding parts and tools. Historically, Schaff Piano obtained sales through a printed catalog and primarily managed customer interactions over the phone with in-house sales staff.

### HOW WE NEEDED TO GROW OUR BUSINESS

- Market new products quickly without spending big dollars to reprint catalogs and brochures
- Provide customers with access to up-to-date technical information about piano products
- Allow customers the flexibility to purchase products after hours, then track orders and shipping

### ERP INTEGRAL TO GROWTH

- Implemented integraSTORE Internet Shopping as an integrated solution for Schaff Piano's core business
- Increased sales immediately by allowing products to be available for purchase 24/7/365
- Promoted new products for sale immediately
- Improved customer satisfaction by providing real-time product availability, immediate pricing information, order status and account history
- Lowered office staff overhead by 25% while improving customer satisfaction
- Reduced errors with automatic ordering and processing
- Maintained customer loyalty by meeting the unique needs of purchasers